





# Brand Snapshot

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Culture	Customer	Voice
How would your customers and employees describe your company?	How would you describe your ideal customer?	What does your brand sound like to others?
Feeling	Impact	X-Factor
What does it feel like to use your product?	What do you believe that matters to your customer?	What makes your brand special?

..... **Name** ..... provides ..... **Product / Service** ..... to ..... **Customers** .....

in a ..... **Culture** ..... environment with a ..... **Voice** ..... voice, helping them feel ..... **Feeling** .....

and ..... **Impact** .....

## Our History

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# We help brands focus and clarify their identity to be a leader in their market.

Roar partners with brands who are looking to transform in a constantly changing world. To stay competitive brands have to make countless decisions about how they connect and relate to their customers. We believe that identity is the steadfast anchor that will help brands stay true to who they are.

But...

As we all know when navigating change it's easy to lose sight and at times it's tough to take time to reflect, reimagine, and refocus. This where where Roar can help. We help brands focus and clarify their identity to be a leader in their space.

# Our Services and Capabilities

Roar offers brand management services which empower brands to communicate with focus and clarity.

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## WHO WE ARE

A COMMUNITY OF CREATIVE PEOPLE  
STRATEGISTS AND CHAMPIONS  
ARTISTS AND COLLABORATORS  
PEOPLE-CENTERED  
DESIGNERS AND ILLUSTRATORS  
PHOTOGRAPHERS  
FUN, TRUSTWORTHY, AND COMMITTED

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## WHAT WE DO

BRAND STRATEGY  
BRAND IDENTITY  
BRAND MARKETING

# Our Services

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## Brand Strategy

Roar examines your brand from top to bottom for places to provide more clarity to customers. Roar can create a road map to bring focus to your brand's visual and experiential identity while working with your organization to reposition yourself among competitors..

## Brand Identity

Logos, marketing collateral, web graphics, print and digital creative for advertising, strategic visualizations, presentations, video direction, and pretty much the visual kitchen sink. We can create visual brand assets for your business. Let us know how we can help and we will be ready to go.

## Brand Marketing

Looking to break into a new market? Let us guide you through auditing your brand's effectiveness among the competition. From there we can create print and digital marketing materials that effectively communicate your services clearly to your target market.

## Our Approach

At the center of everything we do relationships come first. We believe that relationships drive better ideas.

As a result we use a process grounded in **design thinking**.

Design Thinking

*an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.*

# Other Services and Rates

<b>Brand Strategy</b>  Creative and Experience Consulting Strategy Retainer Strategy Session	  \$138 / Hour \$700 / Month (5 Hours) \$1,500 / Day
<b>Brand Identity Services</b>  Identity Standards Manual Logo Design Strategic Visualization Signage Full Website One Page Website	  \$1,500 - \$2,500 \$1,500 - \$2,500 \$3,000 - \$20,000 \$1,500 - \$3,500 \$3,000 - \$15,000 \$2,700
<b>Brand Marketing Services</b>  Auditing and Research Digital Marketing Marketing Retainer Print Marketing Stationery, PowerPoint or Keynote Design Signage Video Production Voice and Messaging	  \$1,000 - \$3,000 \$500 - \$2,000 \$700 / Month (5 Hours) \$500 - \$1,500 \$2,000 - \$4,000 \$1,500 - \$3,500 \$5,000 - \$20,000 \$2,500 - \$4,5000

Thank you.